

Public Relations Review
Index/Volume 17, Numbers 1-4
March-December 1991

Please note: Numbers in Parentheses refer to the issue number in Volume 17.

ARTICLES
Author/Title

Broom, Glen M., Martha M. Lauzen, and
Kerry Tucker, *Dividing the Public
Relations and Marketing Conceptual
and Operational Turf*, 219-226 (3)

Burson, Harold, *Honoring Scott Cutlip:
Public Relations Pioneer*, 349-355 (4)

Callaway, Linda Jo, *Survival of the Fastest:
Information Technology and Corporate
Crises*, 85-92 (1)

Caywood, Clarke and Raymond Ewing,
*Integrating Marketing Communications:
A New Master's Degree Concept*, 237-
244 (3)

Cutlip, Scott, *An Ill President and Public
Relations: Before and After Jim Hagerty*,
387-402 (4)

Cutlip, Scott, *Pen Dudley's Name Finally
Disappears From the Public Relations
Marquee*, 403-412 (4)

Cutlip, Scott, *The Last Hurrah*, 377-385 (4)

Dilenschneider, Robert L., *Marketing
Communications in the Post Advertising
Era*, 227-236 (3)

Dyer, Samuel Coad Jr., M. Mark Miller
and Jeff Boone, *Wire Service Coverage
of the Exxon Valdez Crisis*, 27-36 (1)

Ferguson, Mary Ann, *Presentation of the
Paul J. Deutschmann Award*, 343-347
(4)

Gibson, Dirk C., *The Communication
Continuum: A Theory of Public
Relations*, 175-184 (2)

Grunig, James E., *Public Relations
Research: A Legacy of Scott Cutlip*, 357-
376 (4)

Heath, Robert L., *Public Relations and
Education: Agendas for the 1990s*, 185-
194 (2)

Hiebert, Ray Eldon, *Public Relations as a Weapon of Modern Warfare*, 107-116 (2)

Kauffman, James, *NASA's PR Campaign on Behalf of Manned Space Flight*, 1961-63, 57-68 (1)

Lauzen, Martha M., *Imperialism and Encroachment in Public Relations*, 245-256 (3)

Lesly, Philip, *Public Relations in the Turbulent New Human Climate*, 1-8 (1)

Murphy, Priscilla, *How 'Bad' PR Decisions Get Made: A Roster of Faculty Judgment Heuristics*, 117-130 (2)

Pinsdorf, Marian K., *Flying Different Skies: How Cultures Respond to Airline Disasters*, 37-56 (1)

Pratt, Cornelius B., *PRSA Members' Perceptions of Public Relations Ethics*, 145-160 (2)

Sen, Falguni and William G. Egelhoff, *Six Years and Counting: Learning from Crisis Management at Bhopal*, 69-84 (1)

Small, William J., *Exxon Valdez: How to Spend Billions and Still Get a Black Eye*, 9-26 (1)

Sneed, Don, K. Tim Wulfemeyer and Harry W. Stonecipher, *Public Relations News Releases and Libel: Extending First Amendment Protections*, 131-144 (2)

Spicer, Christopher H., *Communication Functions Performed by Public Relations and Marketing Practitioners*, 296-306 (3)

Toth, Elizabeth L., and Carolyn G. Cline, *Public Relations Practitioner Attitudes Toward Gender Issues: A Benchmark Study*, 161-174 (2)

Van Leuven, Jim, *Corporate Organization Strategies and the Scope of Public Relations*, 279-292 (3)

Van Leuven, Jim, *Public Relations and Marketing: An Overview*, 215-218 (3)

Wright, Donald K., *A Tribute to Scott Cutlip: The Father of Public Relations Education*, 335-342 (4)

ARTICLES
Title/Author

A Tribute to Scott Cutlip: The Father of Public Relations Education (Donald K. Wright), 335-342 (4)

An Ill President and Public Relations: Before and After Jim Hagerty (Scott Cutlip), 387-402 (4)

Communication Functions Performed by Public Relations and Marketing Practitioners (Christopher H. Spicer), 293-306 (3)

Conceptual Differences in Public Relations and Marketing: The Case of Health Care Organizations (James E Grunig and Larissa A. Grunig), 219-226 (3)

Corporate Organization Strategies and the Scope of Public Relations (Jim Van Leuven), 279-292 (3)

Dividing the Public Relations and Marketing Conceptual Domain and Operational Turf (Glen M. Broom, Martha M. Lauzen and Kerry Tucker), 291-226 (3)

Exxon Valdez: How to Spend Billions and Still Get A Black Eye (William J. Small), 9-26 (1)

Flying Different Skies: How Cultures Respond to Airline Disasters (Marian K. Pinsdorf), 37-56 (1)

Honoring Scott Cutlip: Public Relations Pioneer (Harold Burson), 349-355 (4)

How 'Bad' PR Decisions Get Made: A Roster of Faculty Judgment Heuristics (Priscilla Murphy), 117-130 (2)

Imperialism and Encroachment in Public Relations (Martha M. Lauzen), 245-256 (3)

Integrating Marketing Communications: A New Master's Degree Concept (Clarke Caywood and Raymond Ewing), 237-244 (3)

Marketing Communications in the Post Advertising Era (Robert L. Dilenschneider), 227-236 (3)

NASA's PR Campaign on Behalf of Manned Space Flight, 1961-63 (James Kauffman), 57-68 (1)

Pen Dudley's Name Finally Disappears From the Public Relations Marquee (Scott Cutlip), 403-412 (4)

Presentation of the Paul J. Deutschmann Award (Mary Ann Ferguson), 343-347 (4)

PRSA Members' Perceptions of Public Relations Ethics (Cornelius B. Pratt), 145-160 (2)

Public Relations and Marketing: An Overview (Jim Van Leuven), 215-218 (3)

Public Relations as a Weapon of Modern Warfare (Ray Eldon Hiebert), 107-116 (2)

Public Relations in the Turbulent New Human Climate (Philip Lesly), 1-8 (1)

Public Relations News Releases and Libel: Extending First Amendment Protections (Don Sneed, K. Tim Wulfemeyer and Harry W. Stonecipher), 130-144 (2)

Public Relations Practitioner Attitudes Toward a Gender Bias: A Benchmark Study (Elizabeth L. Toth and Carolyn G. Cline), 161-174 (2)

Public Relations Research: A Legacy of Scott Cutlip (James E. Grunig), 357-376 (4)

Public Relations Research and Education: Agendas for the 1990s (Robert L. Heath), 185-194 (2)

Six Years and Counting: Learning from Crisis Management at Bhopal (Falguna Sen and William G. Eglehoff), 69-84 (1)

Survival of the Fastest: Information Technology and Corporate Crises (Linda Jo Callaway), 85-92 (1)

The Communication Continuum: A Theory of Public Relations (Dirk C. Gibson), 175-184 (2)

The Last Hurrah (Scott Cutlip), 377-385 (4)

Wire Service Coverage of the Exxon Valdez Crisis (Samuel Coad Dyer, Jr., M. Mark Miller and Jeff Boone), 27-36 (1)

Book Reviews

Baird, Robert M. and Stuart E. Rosenbaum, Editors, *Morality and the Law*, (Carol M. Ohl), 316 (3)

Baker, Daniel B., *Political Quotations*, (Frank Winston Wylie), 314 (3)

Bozell, L. Brent III and Brent H. Baker, Editors, *And That's The Way It Isn't*, (Hugh M. Culbertson), 99 (1)

Brody, E.W. and Dan L. Latimore, *Public Relations Writing*, (Jack J. Heeger), 195 (2)

Bryson, Bill, *Mother Tongue: English and How it Got That Way*, (Judith Babcock), 420-421 (4)

Coates, Joseph, et al., *Future Work*, (Stephen H. Baer), 315 (3)

Collins, H.M., *Artificial Experts: Social Knowledge and Intelligent Machines*, (John V. Pavlic), 413-415 (4)

Cutlip, Scott M., *Fundraising in the United States*, (Michael Radock), 96-97 (1)

Dilenschneider, Robert L., *Mastering the Art of Persuasion*, (Frank Winston Wylie), 93 (1)

Foote, Joe S., *Television Access and Political Power*, (William A. Mulligan), 313 (3)

Garland, Ron, *Working and Managing in a New Age*, (Frank Winston Wylie), 207 (2)

General Information Inc., *1990 National FAX Directory*, (Stephen H. Baer), 208 (2)

Glenn, Jerome Clayton, *Future Mind: Artificial Intelligence*, (Stephen H. Baer), 201-202 (2)

Greenbaum, Edna Fine, *Protocol: The International Directory for Executive Entertaining* and Mary Jane McCaffree and Pauline Innis, *Protocol: The Complete Directory of Diplomatic, Official and Social Usage*, (Frank Winston Wylie), 209-210 (2)

Greenberg, Karen Joy, *Conversations on Communication Ethics*, (Stephen H. Baer), 416-418 (4)

Harris, Thomas L., *The Marketers Guide to Public Relations* (Clarke Kaywood), 307-308 (3)

Karst, Kenneth L., *Belonging to America: Equal Citizenship and the Constitution*, (Sunshine J. Overcamp), 100 (1)

Moss, Danny, Editor, *Public Relations in Practice*, (Melvin L. Sharpe), 310 (3)

Neuharth, Al, *Confessions of an S.O.B.*, (Frank Winston Wylie), 206 (2)

Noonan, Peggy, *What I saw at the Revolution*, (James Kaufmann), 415-416 (4)

Pedersen, Wesley, Editor, *Leveraging State Government Regulations*, (W.E. Duke), 98 (1)

Pfau, Michael and Henry C. Kenski, *Attack Politics: Strategy and Defense*, (William A. Mulligan), 101 (1)

Sandy, William, *Forging the Productivity Partnership*, (Frank Winston Wylie), 203-204 (2)

Savage, Robert L. and Dan Nimmo, Editors, *Politics in Familiar Contexts: Projecting Politics Through Popular Media*, (Hugh M. Culbertson), 103 (1)

Smith, Alvie L., *Innovative Employee Communication*, (Stephen H. Baer), 95-95 (1)

Smith, Craig R., *All Speech is Created Equal*, (Hugh M. Culbertson), 196-197 (2)

Steel, Shelby, *The Content of Our Character*, (Frank Winston Wylie), 198-200 (2)

Sonnenberg, Frank K., *Marketing to Win: Strategies for Building Competitive Advantage in Service Industries*, (Nan Wolfe), 205 (2)

Tannen, Deborah, *You Just Don't Understand: Women and Men in Conversation*, (Judith Babcock) 418-419 (4)

Wiklund, Erik, *International Marketing Strategies*, (Stephen H. Baer), 309 (3)

Winfield, Betty Houchin, *FDR and the News Media*, (Frank Winston Wylie), 311-312 (3)

Software Reviews

Adobe PostScript Cartridge, Adobe Systems Corporation, (Bill Brody), 211 (2)

Body of Knowledge, Ventura Publisher 3.0, Two Popular PostScript Cartridges and a Methodologist's Toolchest, (Rick Fischer), 319 (3)

IdeaFisher 3.1 with Strategic Planning Module, (Bill Brody), 212 (2)

Lotus Agenda 2.0, Lotus Development Corporation, (Bill Brody), 212 (2)

Norton Desktop for Windows, Symantec Corporation, (Rick Fischer), 423-425 (4)